



## **Rural Tourism Development Grant Program**

### **Fiscal Year 2007**

#### **PROGRAM OVERVIEW:**

The objective of the Rural Tourism Development Grant Program (RTDGP) is to provide coordinated funding for rural economic development through tourism to strengthen the regional and local economies and expand tourism in rural communities throughout Arizona. Pursuant to ARS 41-2305 B.4 the grant will be administered and coordinated by the Arizona Office of Tourism (AOT). The amount of funding available through the Rural Tourism Development Grant Program for Fiscal Year 2007 is \$697,000.

Grant funds are intended to stimulate economic development through tourism within the State of Arizona. The primary function of the project must be tourism development and the project must be designed to initiate economic growth and enhance future tourism development.

Grant applications are available at AOT's business-to-business web site [www.azot.gov](http://www.azot.gov), or by contacting Linda M. Yuhas, Assistant Deputy Director, at [lyuhas@azot.gov](mailto:lyuhas@azot.gov).

**Application must be postmarked or hand-delivered to the Office of Tourism by Friday, August 18<sup>th</sup>, 2006**  
Late applications will not be accepted. Faxed or e-mailed copies are not accepted.

The original plus five (5) copies of the FY07 Rural Tourism Grant Program application should be sent to the address below:

#### **Delivery Location:**

Arizona Office of Tourism  
Rural Tourism Development Grant Program  
1110 West Washington, Suite 155  
Phoenix, Arizona 85007  
Attention: Linda M. Yuhas, CPPB

These guidelines have been established to assist grant applicants in developing proposals for grant funds.

#### **Contact:**

Linda M. Yuhas, CPPB  
Assistant Deputy Director  
Phone: 602-364-3718  
Email: [lyuhas@azot.gov](mailto:lyuhas@azot.gov)

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## 1. Arizona Office of Tourism Mission, Vision, Values and Core Strategies

### AOT Mission

The Arizona Office of Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

### AOT Vision

Lead the way in branding Arizona.

### AOT Values

- **Integrity** - We will always, to the best of our ability, honor our commitments and carry out our work according to the highest personal and professional standards
- **Innovation** - We will be on the leading edge of our industry-using the latest research, marketing techniques, and technology to emerge as a leader in our field.
- **Accountability** - We are responsible to the people of Arizona for the effective, efficient, and appropriate use of our resources. We are committed to being good stewards of these resources.
- **Quality** - We strive to make every product, service and interaction the best it can be.
- **Customer Service** - We highly value our customers. We will listen to them, be responsive to their needs and preferences, do our best to provide them with service that exceeds their expectations, and share our passion for Arizona with them.
- **Respect** - We will demonstrate respect for each other, for our state, its lands, and its people.

## **2. Description of Program**

The objective of the program is to provide coordinated funding for rural economic development through tourism to strengthen the regional and local economies and expand tourism in rural communities throughout Arizona. Pursuant to ARS 41-2305 B.4 the grant will be administered and coordinated by the Arizona Office of Tourism (AOT). The amount of funding available through the Rural Tourism Development Grant Program for Fiscal Year 2007 is \$697,000.

Grant funds are intended to stimulate economic development through tourism within the State of Arizona. The primary function of the project must be tourism development and the project must be designed to initiate economic growth and enhance future tourism development.

Program objectives are to provide funding for:

- The development of new tourism products;
- The enhancement of the visitor experience;
- The enhancement or renovation of existing tourism products;
- A tourism project of "bricks and mortar" that demonstrates a conclusion, to either the whole project or a definable phase.

Local match may come from either the private or the public sector. A portion of the local match may be from in-kind goods or services, which assist to carry out the purposes of the grant.

Applicants are encouraged to leverage other funds beyond the required match such as other grants, local cash, local in-kind; etc. to maximize limited resources. Projects, which include federal agency funds, must demonstrate compliance with all requirements of the funding agency before funding is awarded. No other state agency funds may be used for match.

## **3. Grant Fund Policy**

1. Grant applications are due by 3:00 p.m., Friday, August 18, 2006.
2. Grant will be administered and coordinated by the Arizona Office of Tourism.
3. Funds will be awarded through a competitive application process. All infrastructure needs are important and each application is judged on its own merit.
4. The Evaluation Committee will review applications.
5. Funding will be awarded to the community or entity on a reimbursable basis.
6. Grant Maximum: \$50,000
7. Grant Minimum: \$5,000
8. 25% Matching Requirement, 10% of which can be in-kind match\*.
9. Project or activity must be completed within 2 years of date of award or by June 30, 2008.

\*In-kind match includes services, materials, and/or equipment donated to a project. Services, materials, and equipment claimed must be documented to contribute as match. To calculate the value of labor donations, multiply the number of hours which will be worked by the minimum wage. If the donation is for skilled labor which requires specialized training or licensing, use the rate which would have been paid if these services were not donated. All donations must be stated in a letter from the donor and included in the application.

## **4. Eligible Applicants**

To qualify for funding, organizations must be exempted from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code and fall into one of the categories listed below. Your "Letter of Exemption" from the Internal Revenue Service must accompany your application. Applicants may not use the 501(c)3 or 501(c)6 status of another organization. Tribal applicants are exempted from the requirement of the 501C 3 or 6 status.

To qualify for the Rural Tourism Development Grant Program, applicant must be:

1. An Arizona based not-for-profit corporation or organization located outside Maricopa and Pima Counties;
2. A local, county or tribal unit of government;
3. Tribal governments located in Maricopa and Pima Counties;
4. Destination Marketing Organization, regional tourism organization or multiple jurisdictions coordinating their efforts to maximize regional benefit;
5. A community of Queen Creek, Wickenburg, Gila Bend, Tonopah and the Town of Buckeye in Maricopa County;
6. A community of Ajo or Green Valley in Pima County.

Applicant organization must have been in existence for at least one (1) year to requesting funds. All applicants must provide proof of their Federal Employer Identification Number (FEIN) as registered with the Internal Revenue Service. Applicant's Federal ID number and their 501(c)3 or 501(c)6 Non-Profit status must carry the same organization name.

Fiscal year 2006 RTDGP grant recipients may apply for fiscal year 2007 funding for an additional phase of their fiscal year 2006 project if the project is 75% completed.

Fiscal year 2006 RTDGP grant recipients may apply for fiscal year 2007 funding for a new project if their fiscal year 2006 project is 75% completed.

## **5. Ineligible Applicants**

1. For-Profit Organizations;
2. Applicants located in Maricopa County with the exception of Queen Creek, Wickenburg, Gila Bend, Tonopah, the Town of Buckeye, and tribal governments within the County;
3. Applicants located in Pima County with the exception of tribal governments or communities of Ajo or Green Valley.

## **6. Grant Application Requirements**

The following are required to be included in the Rural Tourism Development Grant Application:

1. Detailed project description specifying the project applicant and clearly outlining the anticipated scope of the proposed project.
2. Project Development and Implementation Plan which outlines:
  - a. A detailed development and implementation timeline for proposed project.
  - b. A detailed development and implementation budget for proposed project, outlining the anticipated planning, development, construction and operating costs.
  - c. Description of proposed project development, implementation and ongoing operation and maintenance administration.
3. A description summarizing the applicant's background and experience in project planning, development and implementation efforts.
4. Detailed information on how the project will provide broad, long-term tourism marketing appeal beyond the immediate area of the proposed site location or activity.
5. Projections of how the proposed project will provide benefits (economic, social, environmental) to the local area, region and state (payroll to be generated, tax base to be created), enhance quality of life, improved management of natural resources, etc.

6. A description of how the proposed project fits into the goals of the local tourism development plan.
7. Letters of support from appropriate community, civic, regional and local stakeholders expressing strong support and commitment for the development of the proposed project.
8. Grant Applications must be prepared and presented in a concise, professional manner.

## **7. Project Requirements**

1. The primary function of the project must be tourism development.
2. The project must be designed to stimulate economic growth and enhance future tourism development or enhance the visitor experience.
3. Application must demonstrate need for grant to complete tourism project. Provide detailed justification why funding is required.
4. Projects must produce tangible assets that improve the tourism potential for a community or an area.
5. Projects should be identified as a local priority arrived at through a planning or a public meeting process that shows broad community support and commitment. Documentation must be submitted showing the plans or process, which identified the project as a local priority.
6. Project/Activities must support tourism/economic development activities which increase tourism, enhance economic development opportunities, increase tax base, sales tax or other quantifiable measure of outcomes such as:
  - Job Creation
  - Business Expansion
  - Increased Investment
  - Increased Visitation
  - New Development or Redevelopment activity in support of economic development through tourism product development, or enhancing the visitor experience
  - Integration of activities such as workforce, tourism and economic development
  - Leverage of public/private, public/public activities
7. The following are examples of allowable projects for the purpose of the grant funds.
  - a. Project construction costs (bricks & mortar) associated with building new and/or remodeling or preserving existing tourism and recreation attractions, historical sites and artifacts.
  - b. Costs associated with purchasing new and/or existing tourism and recreation attractions, historical sites and artifacts.
  - c. Equipment purchased for specific tourism project operation.
  - d. Capital investments or improvements.
  - e. Interpretive signs.
8. Grant funds will be provided to counties, cities, tribal governments, and local and regional organizations that promote travel and tourism to assist them in the development of publicly owned property, facilities, and infrastructure within Arizona to support and attract visitors to this state. In addition to those listed previously, projects may also include, but not be limited to the following:
  - a. Visitor center, kiosk, rest stop, etc.;
  - b. Downtown improvements;
  - c. Gateway improvements;
  - d. Local park or recreation improvements that will increase visitor/tourist visits;
  - e. Fair grounds and arena improvements;
  - f. Improved parking for visitors/tourists or RVs;
  - g. Infrastructure such as water, sewer, streets, that will directly enhance visitor/tourist visits;
  - h. Associated costs of mounting and event development (does not include staffing, marketing, or promotion).

9. Applications for grant funds must be made on the Rural Tourism Development Grant Application form. In addition, applicants must provide a formal and complete written statement of the project goal including a complete description of the purpose of the grant funds and how the grant funds will be expended. Grant funds and local match must be used in accordance with an itemized budget submitted in the application. If during the course of the project a recipient finds it necessary to adjust the budget, it may do so with the approval of the Arizona Office of Tourism.
10. Each grant application should estimate the expected increase in visitor/tourist numbers and the positive impact upon the local economy. A statement should be included with the grant application as to how the number of visitor/tourist visits and the impact on the local economy will be measured.
11. The following are **NOT** Allowable Expenses for the purpose of these grant funds:
  - a. Salaries (except as local match directly related to a project), cost over-runs, overhead, staff food or lodging, staff benefits, entertainment, or other personnel costs.
  - b. Alcohol or drugs.
  - c. Operating costs such as office rent, supplies, telephone, postage, subscriptions, membership, utilities, maintenance, auto expense, or maintenance of equipment.
  - d. Travel, food or lodging.
  - e. Training registration fees, travel, materials, training consultants, other costs for training staff volunteers, community leaders, etc.
  - f. Advertising, public relations, publications, promotional gifts, other marketing costs or activities.
  - g. Marketing or trade shows.
  - h. Cost of ongoing operation or maintenance.
  - i. Expenses incurred or financial commitments made prior to the grant award.

Pursuant to ARS 41-2702 Section G.1 the Arizona Office of Tourism will make the final determination as to which expenses are allowed and which are not allowed.

12. Expenditures by a recipient may commence immediately upon Arizona Office of Tourism approval. Reimbursements cannot be made until after the execution of the grant agreement and all other billing procedures are followed.
13. The Arizona Office of Tourism may audit grants at any time. Performance on past and pending projects will be considered before further applications by the organization will be considered. It is the responsibility of the recipient to notify the Arizona Office of Tourism in writing of the completion of a grant project, including a full report of its results.
14. Each project must be evaluated and audited upon completion. A comparison between the project's goals, budget and other plans, actual measurable results, and project evaluation will be conducted and documented in a written report by the applicant and submitted to the Arizona Office of Tourism within 60 days of completion of project. Forms are available at AOT's business to business website [www.azot.gov](http://www.azot.gov) under the Grants section.
15. Projects funded through the program must comply with all federal, state and local regulations and requirements.

## 8. Evaluation/Criteria

Grant applications will be evaluated, scored and the final grants recommended for funding by an Evaluation Committee. Grant applications selected for funding may receive all or part of the funding requested for their specific project.

Rural Tourism Development Grants will be evaluated using the following criteria:

1. Proposed Project Outline
2. Financial Profile and Leveraging

3. Project Compatibility & Appeal to Community
4. Proposed Project Administration

## **9. Award Notification**

After grant applications have been awarded for funding, the Arizona Office of Tourism will initiate and coordinate the completion of necessary agreements between the Agency and the appropriate project applicant.

No Rural Tourism Development Grant funds may be obligated until the award letter has been sent by the Arizona Office of Tourism. Rural Tourism Development Grant funds may only be used for the purpose(s) approved in the application.

## **10. Reimbursement Procedures**

Upon completion of project or portion of the project, the applicant may request reimbursement of funds. The applicant must complete the reimbursement request form and provide the following documentation.

1. Proof of charge from vendor: Submit legible invoice copies reflecting date, description and dollar amount. Only itemized dated invoices may be considered for reimbursement. A contract which states the charge for the item or service is also acceptable in cases where no invoices were issued.
2. Proof of payment: Any of the following items may be used for the proof of payment expense:
  - Cashier's check
  - Cancelled check
  - Copy of check and payment receipt from the vendor.
3. Proof of implementation: submit proof that the activity or service was actually performed.

Reimbursements will be processed and distributed within thirty (30) days after receipt. All documentation must be included. The last day to submit final reimbursement request is June 30, 2008. Reimbursement request forms can be found at AOT's business-to-business web site [www.azot.gov](http://www.azot.gov) under the Grants section.

## **11. Project Status Reports**

Applicants receiving grant fund awards as a part of the Rural Tourism Development Grant Program will be required to submit quarterly project development and implementation update reports from the time the contract is finalized until such time as the proposed project is completed. These brief reports must follow a pre-determined format to include short narrative describing the present status of the funded project and an accounting of grant funds invested to date in the development and implementation of the specific project. Applicants may also be invited to present project status reports to the Arizona Office of Tourism. Quarterly reports are due on the following dates or unless project is completed. Project status report forms can be found at AOT's business-to-business web site [www.azot.gov](http://www.azot.gov) under the Grants section.

- December 8, 2006
- March 9, 2007
- June 8<sup>th</sup>, 2007
- September 7, 2007
- December 7, 2007
- March 7, 2008
- June 6, 2008



## General Application Instructions

### COMPLETED APPLICATIONS MUST BE RECEIVED AT:

Arizona Office of Tourism  
Rural Tourism Development Grant Program  
1110 West Washington, Suite 155  
Phoenix, Arizona 85007  
Attention: Linda M. Yuhas, CPPB

**DEADLINE: 3:00 P.M. FRIDAY, AUGUST 18, 2006.**

**LATE OR INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

**SUBMIT ONE ORIGINAL AND FIVE (5) COPIES OF YOUR APPLICATION INCLUDING ATTACHED LETTERS OF SUPPORT.**

Complete the front page of the application as it appears.

Complete all four sections of the application and certification page.

The 4 sections are:

1. Project Outline
2. Financial Profile and Leveraging
3. Project Compatibility and Appeal to Community
4. Project Administration

Proposals must be prepared and presented in a professional manner.

Number or letter your responses to correspond with the number or letter of the application section you are responding to. Applications not following this format will receive lower scores and may be disqualified.

Responses should be comprehensive, but concise, thorough and limited to no more than 2 pages per each of the 4 sections.

All questions must be completed as asked.

The minimum grant request for this program is \$5,000, and the maximum grant request is \$50,000.



**Rural Tourism Development Grant Program (RTDGP)  
Application  
Fiscal Year 2007**

Applicant Name: \_\_\_\_\_

Doing business as (if different than above): \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Project Coordinator Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Federal Identification Number: \_\_\_\_\_

Name of Project: \_\_\_\_\_

Amount of Money requested: \_\_\_\_\_

Date you will begin grant portion of the project (month/year): \_\_\_\_\_

Date you will complete the work on the grant portion of the project (month/year): \_\_\_\_\_

## 1. Project Outline

A) Describe your project.

C) What is the source(s) of your match? What is the total amount of your request?

E) Describe the current economic situation of the area and how the proposed project will have an economic benefit on the local area, region and state (payroll to be generated, tax base to be created, etc.)

## 2. Financial Profile and Leveraging

C) Provide a detailed explanation of how the applicant will be financially involved in the project; the applicant's role in fundraising from other sources; and the applicant's role in the administration of the project.

E) Sources of Funding. Fill in the following amounts and percentages of project funding being provided by the sources listed below. **List only funding sources which have been committed and secured for this project.** Do not include grants or other potential funding sources that are not committed or secured by the RTDPG Application deadline:

Local Share (Cash &amp; In-Kind Match)

In-Kind Contributions \$ \_\_\_\_\_ %

Tax Levies/Bonds \$ \_\_\_\_\_ %

Cash Donations	\$	%
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Foundation/Business Investment	\$ _____	_____ %
Other Grants	\$ _____	_____ %
Other (Explain)	\$ _____	_____ %
<u>Subtotal of Local Share</u>	\$ _____	_____ %
Grant Request	\$ _____	_____ %

F) If you would receive full RTDPG Grant Funding, what amount of funding would you still need to raise to fully finance your project?

\$ \_\_\_\_\_ %

G) If you only receive partial RTDPG funding, how would this affect the project?

### 3. Project Compatibility and Appeal to Community

- A) Describe how the project will provide broad, long term tourism marketing appeal.
- B) Describe how this project will be compatible with and enhance other existing and/or planned tourism development and marketing efforts in the area.
- C) Letters of support from community, civic, regional, and local stakeholders expressing strong support and commitment for the development of the proposed project. **These letters of support must be current and specific to the RTDPG application being submitted. These letters of support must be submitted with your application and not sent directly to AOT.**

### 4. Project Administration

- A) Provide a detailed project description, expanding on the summary you provided in Section I.A, specifying how the project will comply with the purpose of encouraging visitors to stay longer and strengthen Arizona as a tourism destination. Please include the project location, applicant information, and clearly outline the total project.
- B) Provide details for the following items.
  - 1) A detailed development and implementation timeline in three month segments for use of the RTDPG funds in the proposed project.
  - 2) A detailed development and implementation budget for the entire project, specifically identifying the amount of RTDPG funds to be used for each phase of the proposed project. This is to include RTDPG funds to finance the project's planning, development, construction, equipment purchase and/or completion.
  - 3) Budget for the entire project including proposed project development, including implementation and operation of project.
  - 4) Budget totals.

(Sample Format on next page)

**Sample Format to complete questions B1-B4**

<b><u>B1</u></b> <b><u>Timeline</u></b>	<b><u>Task</u></b>	<b><u>B2</u></b> <b><u>RTD</u></b> <b><u>Fund</u></b>	<b><u>B3</u></b> <b><u>Other \$</u></b>	<b><u>B4</u></b> <b><u>Total</u></b>
07 April 1	Phase I Architectural fees & inspections, install new wiring to code, install 6" ceiling insulation	\$12,000	\$9,400	\$21,400
07 July 1	Phase II Roofing, raise and install door on south wall	\$3,400	\$18,000	\$21,400
07 Aug 1	Phase III Install Tract Lighting, Install new carpet and floor coverings, Complete design and construction of displays	\$66,700	\$33,300	\$99,000
<b>Project Total</b>		<b>\$82,100</b>	<b>\$60,700</b>	<b>\$141,800</b>

- 5) Present an operating budget for the project's ongoing operating costs (staffing, maintenance, utilities, supplies, insurance, etc.) Once this project is complete explain how these ongoing operating expenses will be paid for.
- 6) Outline of the marketing strategies for the project upon completion and how it will be financed.

## CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Rural Tourism Development Grant Program (RTDPG).

I understand that that no funds will be awarded to a project that is completed prior to written approval notification by Arizona Office of Tourism.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Arizona Office of Tourism must comply with state requirements which may impact proposed projects. All Arizona Office of Tourism funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. I certify the information contained in this application is true and correct and the documentation has been duly authorized by the governing body of the applicant.

\_\_\_\_\_  
Signature (required)

\_\_\_\_\_  
Applicant Contact Name (printed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature (required)

\_\_\_\_\_  
Project Contact Name (printed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Subscribed and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ to certify which witness my hand and seal of office.

\_\_\_\_\_  
NOTARY PUBLIC